

HEALTH EDUCATION COORDINATOR

JOB TITLE: Health Education Coordinator

GRADE: 19

JOB CODE: 2801

DATE: 02/22/96

REVISED: 02/19/03

GENERAL FUNCTION: Under the direction of the Public Health Director or other appropriate supervisor, provides at least 50% of the time in coordinating and supervising professional health education staff in planning and implementing a health education program for a local health department. The remaining time would be spent in performing those duties and responsibilities which are similar to those of a senior health educator.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES:

Supervises a staff of health educators for a local health department in providing a comprehensive health education program.

Observes staff conducting programs, monitors appropriate reports and surveys for effectiveness of health education staff.

Evaluates performance of employees assigned to the unit.

Implements a comprehensive public health education program.

Coordinates the identification and assessment of health education needs and the resources available. Develops goals, objectives and program guidelines necessary for effective implementation of the health education needs of the target population.

Evaluates program effectiveness and develops plans for increasing effectiveness in the future.

Provides consultation and assistance in the selection, development, utilization and evaluation of health education curriculum and materials to community organizations, local professional groups, public and private schools, and various agencies.

Establishes working relationships with school system personnel to promote the development of health curricula; teaches appropriate aspects of health education in school and clinic settings;

Exchanges information with various organizations and agencies concerning the health needs of the community, informally or through presentations and speeches in order to inform, educate and motivate individuals in accordance with program needs and objectives; arranges for resource personnel as necessary.

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Disseminates and/or supervises the dissemination of health information to the public relative to the health education program(s); develops and maintains working contacts with radio, television and newspaper personnel; prepares articles for local newspapers and radio public announcements; prepares exhibit materials for special projects; assembles visual aids, printed materials and art materials; writes scripts; takes photographs; prepares materials for health education tape/slide presentation.

Assesses the in-service education needs of health department staff. Develops and provides in-service education to staff.

Reviews technical literature and attends meetings and training sessions to keep abreast of scientific, educational and medical developments in health education that may enhance the effectiveness of health education methodology and strategy.

SUPERVISION RECEIVED: General direction, working from broad goals and policies only; incumbent participates heavily in setting work objectives.

SUPERVISION EXERCISED: Supervises health educators and other support staff assigned.

JOB SPECIFICATIONS:

Knowledge and Abilities:

Considerable knowledge of data collection and evaluation technique appropriate to the identification and definition of health education program needs and effectiveness; of educational program development as it relates to the preparation of health education displays, lectures, written material, and classroom programs; of the availability and accessibility of community and public health resources; of oral and written communication techniques.

Good knowledge of the organization and functions of official and voluntary health agencies; of the basic concepts of physical and mental health; of audio-visual production techniques; of the effect of biology, lifestyle, environment and personal health care delivery system on health status; of the procedures for developing and preparing news releases, feature stories, and/or scripts.

Considerable skill in the preparation and use of educational literature and audio-visual aids; in making oral presentations of instructional programs; in communicating effectively with the professional staff of other disciplines (especially health care delivery) and with the general public.

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Considerable ability to assess and evaluate the needs and subsequent effectiveness of a health education program; to plan and implement appropriate health education changes, improvements and/or new health education program; to disseminate and interpret to the community timely information on health status, health prevention, health maintenance, and entrance into the health care delivery system; to develop effective professional working relationships with school system personnel, community organizations, media personnel, etc.; to organize and coordinate events and activities.

Working ability to supervise, coordinate, and/or provide consultation to less experienced educators.

Minimum Education, Training, and Experience Requirements: Masters degree from a college or university with major course work in health education or community health and one (1) year of experience in public health education;

OR

Bachelors degree from a college or university in health education, community health, the social or behavioral sciences, nursing or elementary/secondary education and three (3) years of experience in public health education.

The intent of this job description is to provide a representative summary of duties and responsibilities that will be required of positions given this title and shall not be construed as a declaration of the specific duties and responsibilities of any particular position. Employees may be requested to perform job-related tasks other than those specifically presented in this description.